

Supplementary Table

Supplementary Table S1. Participant responses stratified by age group, gender, marital status, education, income, dietary restrictions and eating out frequency.

Group	Variable	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total	p value	
Consider the following statement: I think it is important to have healthy food options when dining out.									
Age Group	The Silent Generation: Born 1928-1945	2 (7.4%)	1 (3.7%)	7 (25.9%)	9 (33.3%)	8 (29.6%)	27 (2.5%)	0.02*	
	Baby Boomers: Born 1946-1964	20 (5.9%)	13 (3.8%)	35 (10.3%)	96 (28.2%)	177 (51.9%)	341 (32.2%)		
	Generation X: Born 1965-1980	16 (6.8%)	10 (4.2%)	25 (10.6%)	81 (34.3%)	104 (44.1%)	236 (22.3%)		0.08
	Generation Z: Born 1997-2012	1 (1.6%)	6 (9.4%)	9 (14.1%)	25 (39.1%)	23 (35.9%)	64 (6.0%)		0.10
	Millennials: Born 1981-1996	11 (2.8%)	15 (3.8%)	48 (12.3%)	138 (35.3%)	179 (45.8%)	391 (36.9%)		0.04*
	Prefer not to answer	0 (0%)	0 (0%)	0 (0%)	1 (100.0%)	0 (0%)	1 (0.1%)		0.64
Gender	Male	24 (4.6%)	25 (4.8%)	82 (15.8%)	197 (37.9%)	192 (36.9%)	520 (49.1%)	p<0.001 ***	
	Female	25 (4.7%)	20 (3.8%)	42 (7.9%)	152 (28.6%)	293 (55.1%)	532 (50.2%)		
	Other	0 (0%)	0 (0%)	0 (0%)	0 (0%)	3 (100.0%)	3 (0.3%)		
	Prefer not to answer	1 (25.0%)	0 (0%)	0 (0%)	0 (0%)	3 (75.0%)	4 (0.4%)		0.36
Marital Status	Single	15 (5.2%)	15 (5.2%)	41 (14.3%)	94 (32.9%)	121 (42.3%)	286 (27.0%)	0.05	
	Married	27 (4.2%)	27 (4.2%)	73 (11.4%)	209 (32.5%)	307 (47.7%)	643 (60.8%)		
	Prefer not to answer	2 (7.4%)	0 (0%)	2 (7.4%)	7 (25.9%)	16 (59.3%)	27 (2.6%)		0.10
	Separated / Divorced	6 (7.6%)	2 (2.5%)	6 (7.6%)	30 (38.0%)	35 (44.3%)	79 (7.5%)		0.49
	Widowed	0 (0%)	1 (4.3%)	2 (8.7%)	9 (39.1%)	11 (47.8%)	23 (2.2%)		0.22

Education	Did not graduate high school	4 (25.0%)	0 (0%)	1 (6.2%)	5 (31.2%)	6 (37.5%)	16 (1.5%)	
	Community college, technical college, or CEGEP	12 (4.7%)	11 (4.3%)	36 (14.2%)	80 (31.6%)	114 (45.1%)	253 (23.9%)	0.19
	High school graduate certificate or equivalent	9 (6.6%)	10 (7.3%)	22 (16.1%)	46 (33.6%)	50 (36.5%)	137 (12.9%)	0.57
	Post-graduate degree	9 (5.0%)	5 (2.8%)	14 (7.8%)	53 (29.6%)	98 (54.7%)	179 (16.9%)	0.04*
	Trades certificate or diploma	2 (2.4%)	6 (7.1%)	16 (18.8%)	38 (44.7%)	23 (27.1%)	85 (8.0%)	0.65
	University (undergraduate degree)	14 (3.6%)	13 (3.3%)	35 (9.0%)	127 (32.6%)	200 (51.4%)	389 (36.7%)	0.04*
Income	Under \$25,000	3 (5.7%)	3 (5.7%)	10 (18.9%)	12 (22.6%)	25 (47.2%)	53 (5.0%)	
	\$100,000 to \$124,000	8 (5.8%)	8 (5.8%)	14 (10.1%)	44 (31.9%)	64 (46.4%)	138 (13.0%)	0.71
	\$125,000 to \$149,999	7 (5.6%)	6 (4.8%)	10 (8.1%)	41 (33.1%)	60 (48.4%)	124 (11.7%)	0.76
	\$25,000 to \$49,999	6 (4.9%)	1 (0.8%)	11 (9.0%)	45 (36.9%)	59 (48.4%)	122 (11.5%)	0.64
	\$50,000 to \$74,999	8 (5.0%)	2 (1.3%)	18 (11.3%)	53 (33.3%)	78 (49.1%)	159 (15.0%)	0.68
	\$75,000 to \$99,999	3 (2.1%)	9 (6.2%)	25 (17.2%)	58 (40.0%)	50 (34.5%)	145 (13.7%)	0.18
	Over \$150,000	8 (4.2%)	8 (4.2%)	18 (9.5%)	66 (34.9%)	89 (47.1%)	189 (17.8%)	0.51
	Prefer not to answer	7 (5.4%)	8 (6.2%)	18 (13.8%)	31 (23.8%)	66 (50.8%)	130 (12.3%)	0.56
Dietary Restriction	No dietary restriction	31 (4.3%)	30 (4.2%)	88 (12.3%)	253 (35.3%)	315 (43.9%)	717 (67.7%)	
	Others	2 (4.9%)	2 (4.9%)	6 (14.6%)	4 (9.8%)	27 (65.9%)	41 (3.9%)	0.24
	Yes, Allergies and/or intolerances, and faith-based restrictions (e.g. Halal, Kosher, etc.)	2 (13.3%)	2 (13.3%)	3 (20.0%)	5 (33.3%)	3 (20.0%)	15 (1.4%)	0.02*

	Yes, faith-based restrictions (e.g. Halal, Kosher, etc.)	1 (5.9%)	0 (0%)	1 (5.9%)	7 (41.2%)	8 (47.1%)	17 (1.6%)	0.67
	Yes, food allergies and/or intolerances	14 (5.2%)	11 (4.1%)	25 (9.3%)	81 (30.1%)	138 (51.3%)	269 (25.4%)	0.36
Eating out Frequency	Monthly	15 (4.8%)	12 (3.8%)	24 (7.7%)	99 (31.6%)	163 (52.1%)	313 (29.5%)	
	2-3 times a week	7 (4.7%)	8 (5.4%)	15 (10.1%)	53 (35.8%)	65 (43.9%)	148 (14.0%)	0.56
	Bi-weekly	15 (5.4%)	10 (3.6%)	38 (13.7%)	92 (33.2%)	122 (44.0%)	277 (26.1%)	0.18
	Daily	0 (0%)	0 (0%)	1 (5.0%)	9 (45.0%)	10 (50.0%)	20 (1.9%)	0.49
	Weekly	13 (4.3%)	15 (5.0%)	46 (15.2%)	97 (32.1%)	131 (43.4%)	302 (28.5%)	0.06
	Total	50 (4.7%)	45 (4.2%)	124 (11.7%)	350 (33.0%)	491 (46.3%)	1060 (100.0%)	

Consider the following statement: The presence of a health logo on menu influences my decisions to choose a restaurant.

Age Group	The Silent Generation: Born 1928-1945	5 (20.0%)	4 (16.0%)	12 (48.0%)	4 (16.0%)	0 (0%)	25 (2.4%)	
	Baby Boomers: Born 1946-1964	42 (12.5%)	41 (12.2%)	139 (41.2%)	97 (28.8%)	18 (5.3%)	337 (32.7%)	0.08
	Generation X: Born 1965-1980	41 (17.7%)	37 (16.0%)	86 (37.2%)	51 (22.1%)	16 (6.9%)	231 (22.4%)	0.38
	Generation Z: Born 1997-2012	8 (12.7%)	10 (15.9%)	29 (46.0%)	12 (19.0%)	4 (6.3%)	63 (6.1%)	0.18
	Millennials: Born 1981-1996	79 (21.1%)	62 (16.6%)	133 (35.6%)	91 (24.3%)	9 (2.4%)	374 (36.3%)	0.70
	Prefer not to answer	0 (0%)	0 (0%)	1 (100.0%)	0 (0%)	0 (0%)	1 (0.1%)	0.89
		100						
Gender	Male	(19.9%)	80 (15.9%)	196 (39.0%)	107 (21.3%)	20 (4.0%)	503 (48.8%)	
	Female	74 (14.2%)	74 (14.2%)	200 (38.5%)	146 (28.1%)	26 (5.0%)	520 (50.5%)	0.01*
	Other	0 (0%)	0 (0%)	2 (66.7%)	1 (33.3%)	0 (0%)	3 (0.3%)	0.26
	Prefer not to answer	1 (25.0%)	0 (0%)	1 (25.0%)	1 (25.0%)	1 (25.0%)	4 (0.4%)	0.33
Marital Status	Single	53 (19.2%)	57 (20.7%)	99 (35.9%)	59 (21.4%)	8 (2.9%)	276 (26.8%)	
	Married	96 (15.4%)	86 (13.8%)	252 (40.3%)	159 (25.4%)	32 (5.1%)	625 (60.7%)	0.02*

	Separated / Divorced	18 (23.1%)	8 (10.3%)	27 (34.6%)	20 (25.6%)	5 (6.4%)	78 (7.6%)	0.57
	Widowed	3 (13.0%)	2 (8.7%)	11 (47.8%)	7 (30.4%)	0 (0%)	23 (2.2%)	0.38
	Prefer not to answer	5 (18.5%)	1 (3.7%)	10 (37.0%)	9 (33.3%)	2 (7.4%)	27 (2.6%)	0.06
Education	Did not graduate high school	3 (20.0%)	3 (20.0%)	6 (40.0%)	3 (20.0%)	0 (0%)	15 (1.5%)	
	Community college, technical college, or CEGEP	35 (14.4%)	30 (12.3%)	103 (42.4%)	63 (25.9%)	12 (4.9%)	243 (23.6%)	0.25
	High school graduate certificate or equivalent	24 (18.3%)	24 (18.3%)	59 (45.0%)	17 (13.0%)	7 (5.3%)	131 (12.7%)	0.92
	Post-graduate degree	29 (16.3%)	27 (15.2%)	64 (36.0%)	48 (27.0%)	10 (5.6%)	178 (17.3%)	0.26
	Trades certificate or diploma	17 (20.2%)	13 (15.5%)	38 (45.2%)	16 (19.0%)	0 (0%)	84 (8.2%)	0.68
	University (undergraduate degree)	67 (17.7%)	57 (15.0%)	129 (34.0%)	108 (28.5%)	18 (4.7%)	379 (36.8%)	0.28
Income	Under \$25,000	7 (14.3%)	9 (18.4%)	19 (38.8%)	11 (22.4%)	3 (6.1%)	49 (4.8%)	
	\$100,000 to \$124,000	24 (18.0%)	20 (15.0%)	56 (42.1%)	30 (22.6%)	3 (2.3%)	133 (12.9%)	0.31
	\$125,000 to \$149,999	20 (16.4%)	23 (18.9%)	46 (37.7%)	29 (23.8%)	4 (3.3%)	122 (11.8%)	0.26
	\$25,000 to \$49,999	24 (20.0%)	16 (13.3%)	43 (35.8%)	31 (25.8%)	6 (5.0%)	120 (11.6%)	0.62
	\$50,000 to \$74,999	27 (17.9%)	22 (14.6%)	59 (39.1%)	38 (25.2%)	5 (3.3%)	151 (14.6%)	0.50
	\$75,000 to \$99,999	22 (15.4%)	19 (13.3%)	66 (46.2%)	30 (21.0%)	6 (4.2%)	143 (13.9%)	0.52
	Over \$150,000	30 (16.1%)	30 (16.1%)	60 (32.3%)	57 (30.6%)	9 (4.8%)	186 (18.0%)	0.61
	Prefer not to answer	21 (16.5%)	15 (11.8%)	51 (40.2%)	29 (22.8%)	11 (8.7%)	127 (12.3%)	0.67
Dietary Restriction		128 (18.3%)	109 (15.6%)	269 (38.4%)	165 (23.6%)	29 (4.1%)	700 (67.9%)	
	No dietary restriction	3 (8.1%)	5 (13.5%)	16 (43.2%)	10 (27.0%)	3 (8.1%)	37 (3.6%)	0.09
	Others	4 (26.7%)	2 (13.3%)	2 (13.3%)	7 (46.7%)	0 (0%)	15 (1.5%)	0.69
	Yes, Allergies and/or intolerances, and							

	faith-based restrictions (e.g. Halal, Kosher, etc.)							
	Yes, faith-based restrictions (e.g. Halal, Kosher, etc.)	3 (17.6%)	0 (0%)	6 (35.3%)	6 (35.3%)	2 (11.8%)	17 (1.6%)	0.07
	Yes, food allergies and/or intolerances	37 (14.1%)	38 (14.5%)	107 (40.8%)	67 (25.6%)	13 (5.0%)	262 (25.4%)	0.10
Eating out Frequency	Monthly	48 (15.8%)	41 (13.5%)	127 (41.9%)	78 (25.7%)	9 (3.0%)	303 (29.4%)	
	2-3 times a week	22 (15.6%)	25 (17.7%)	54 (38.3%)	34 (24.1%)	6 (4.3%)	141 (13.7%)	0.54
	Bi-weekly	46 (17.2%)	42 (15.7%)	97 (36.2%)	68 (25.4%)	15 (5.6%)	268 (26.0%)	0.47
	Daily	3 (15.0%)	5 (25.0%)	7 (35.0%)	4 (20.0%)	1 (5.0%)	20 (1.9%)	0.90
	Weekly	56 (18.7%)	41 (13.7%)	115 (38.5%)	71 (23.7%)	16 (5.4%)	299 (29.0%)	0.53
	Total	175 (17.0%)	154 (14.9%)	400 (38.8%)	255 (24.7%)	47 (4.6%)	1031 (100.0%)	

Consider the following statement: The people I am eating with influence my decision to choose dishes with and without a health logo.

Age Group	The Silent Generation: Born 1928-1945	7 (28.0%)	3 (12.0%)	11 (44.0%)	4 (16.0%)	0 (0%)	25 (2.4%)	
	Baby Boomers: Born 1946-1964	133 (39.5%)	57 (16.9%)	103 (30.6%)	39 (11.6%)	5 (1.5%)	337 (32.8%)	0.26
	Generation X: Born 1965-1980	81 (35.2%)	45 (19.6%)	64 (27.8%)	34 (14.8%)	6 (2.6%)	230 (22.4%)	0.26
	Generation Z: Born 1997-2012	9 (14.5%)	15 (24.2%)	18 (29.0%)	16 (25.8%)	4 (6.5%)	62 (6.0%)	0.40
	Millennials: Born 1981-1996	91 (24.3%)	80 (21.4%)	102 (27.3%)	81 (21.7%)	20 (5.3%)	374 (36.3%)	0.91
	Prefer not to answer	0 (0%)	0 (0%)	1 (100.0%)	0 (0%)	0 (0%)	1 (0.1%)	0.86
	Gender	Male	150 (29.9%)	101 (20.2%)	144 (28.7%)	87 (17.4%)	19 (3.8%)	501 (48.7%)
Female		168 (32.3%)	99 (19.0%)	152 (29.2%)	85 (16.3%)	16 (3.1%)	520 (50.6%)	0.53

	Other	1 (33.3%)	0 (0%)	1 (33.3%)	1 (33.3%)	0 (0%)	3 (0.3%)	0.44
	Prefer not to answer	2 (50.0%)	0 (0%)	1 (25.0%)	1 (25.0%)	0 (0%)	4 (0.4%)	0.80
Marital Status	Single	68 (24.6%) 203	65 (23.6%)	83 (30.1%)	49 (17.8%)	11 (4.0%)	276 (26.9%)	
	Married	(32.6%)	118 (18.9%)	174 (27.9%)	108 (17.3%)	20 (3.2%)	623 (60.7%)	0.90
	Separated / Divorced	36 (46.2%)	12 (15.4%)	20 (25.6%)	8 (10.3%)	2 (2.6%)	78 (7.6%)	0.27
	Widowed	7 (30.4%)	3 (13.0%)	9 (39.1%)	4 (17.4%)	0 (0%)	23 (2.2%)	0.50
	Prefer not to answer	6 (22.2%)	2 (7.4%)	12 (44.4%)	5 (18.5%)	2 (7.4%)	27 (2.6%)	0.05
Education	Did not graduate high school	7 (46.7%)	2 (13.3%)	3 (20.0%)	2 (13.3%)	1 (6.7%)	15 (1.5%)	
	Community college, technical college, or CEGEP	82 (33.7%)	48 (19.8%)	71 (29.2%)	37 (15.2%)	5 (2.1%)	243 (23.6%)	0.47
	High school graduate certificate or equivalent	52 (39.7%)	19 (14.5%)	45 (34.4%)	12 (9.2%)	3 (2.3%)	131 (12.7%)	0.75
	Post-graduate degree	59 (33.1%)	34 (19.1%)	46 (25.8%)	33 (18.5%)	6 (3.4%)	178 (17.3%)	0.48
	Trades certificate or diploma	24 (28.6%)	17 (20.2%)	34 (40.5%)	7 (8.3%)	2 (2.4%)	84 (8.2%)	0.53
	University (undergraduate degree)	97 (25.7%)	80 (21.2%)	99 (26.3%)	83 (22.0%)	18 (4.8%)	377 (36.7%)	0.22
Income	Under \$25,000	13 (26.5%)	8 (16.3%)	20 (40.8%)	7 (14.3%)	1 (2.0%)	49 (4.8%)	
	\$100,000 to \$124,000	39 (29.3%)	23 (17.3%)	40 (30.1%)	23 (17.3%)	8 (6.0%)	133 (12.9%)	0.62
	\$125,000 to \$149,999	43 (35.5%)	20 (16.5%)	32 (26.4%)	21 (17.4%)	5 (4.1%)	121 (11.8%)	0.22
	\$25,000 to \$49,999	48 (40.0%)	20 (16.7%)	35 (29.2%)	12 (10.0%)	5 (4.2%)	120 (11.7%)	0.07
	\$50,000 to \$74,999	45 (29.8%)	35 (23.2%)	46 (30.5%)	21 (13.9%)	4 (2.6%)	151 (14.7%)	0.35
	\$75,000 to \$99,999	38 (26.6%)	32 (22.4%)	43 (30.1%)	24 (16.8%)	6 (4.2%)	143 (13.9%)	0.61
	Over \$150,000	53 (28.6%)	37 (20.0%)	42 (22.7%)	50 (27.0%)	3 (1.6%)	185 (18.0%)	0.87
	Prefer not to answer	42 (33.1%)	25 (19.7%)	41 (32.3%)	16 (12.6%)	3 (2.4%)	127 (12.3%)	0.26

Dietary Restriction	No dietary restriction	221 (31.6%)	131 (18.7%)	206 (29.5%)	119 (17.0%)	22 (3.1%)	699 (67.9%)	
	Others	12 (32.4%)	9 (24.3%)	10 (27.0%)	5 (13.5%)	1 (2.7%)	37 (3.6%)	0.69
	Yes, Allergies and/or intolerances, and faith-based restrictions (e.g. Halal, Kosher, etc.)	4 (26.7%)	5 (33.3%)	1 (6.7%)	3 (20.0%)	2 (13.3%)	15 (1.5%)	0.81
	Yes, faith-based restrictions (e.g. Halal, Kosher, et.)	4 (23.5%)	3 (17.6%)	7 (41.2%)	2 (11.8%)	1 (5.9%)	17 (1.7%)	0.86
	Yes, food allergies and/or intolerances	80 (30.7%)	52 (19.9%)	75 (28.7%)	45 (17.2%)	9 (3.4%)	261 (25.4%)	0.90
Eating out Frequency	Monthly	108 (35.8%)	61 (20.2%)	89 (29.5%)	42 (13.9%)	2 (0.7%)	302 (29.3%)	
	2-3 times a week	35 (24.8%)	24 (17.0%)	41 (29.1%)	31 (22.0%)	10 (7.1%)	141 (13.7%)	0.02*
	Bi-weekly	79 (29.6%)	62 (23.2%)	72 (27.0%)	45 (16.9%)	9 (3.4%)	267 (25.9%)	0.36
	Daily	5 (25.0%)	2 (10.0%)	5 (25.0%)	6 (30.0%)	2 (10.0%)	20 (1.9%)	0.03*
	Weekly	94 (31.4%)	51 (17.1%)	92 (30.8%)	50 (16.7%)	12 (4.0%)	299 (29.1%)	0.50
	Total	321 (31.2%)	200 (19.4%)	299 (29.1%)	174 (16.9%)	35 (3.4%)	1029 (100.0%)	

Consider the following statement: I would like to see a warning label like that for the prepackaged foods on restaurant menu items.

Age Group	The Silent Generation: Born 1928-1945	1 (4.0%)	1 (4.0%)	10 (40.0%)	8 (32.0%)	5 (20.0%)	25 (2.4%)	
	Baby Boomers: Born 1946-1964	17 (5.1%)	26 (7.7%)	72 (21.4%)	123 (36.6%)	98 (29.2%)	336 (32.7%)	0.33
	Generation X: Born 1965-1980	23 (10.0%)	19 (8.2%)	62 (26.8%)	73 (31.6%)	54 (23.4%)	231 (22.5%)	0.85
	Generation Z: Born 1997-2012	2 (3.2%)	6 (9.5%)	11 (17.5%)	28 (44.4%)	16 (25.4%)	63 (6.1%)	0.42

	Millennials: Born 1981-1996	36 (9.7%)	36 (9.7%)	94 (25.3%)	131 (35.2%)	75 (20.2%)	372 (36.2%)	0.72
	Prefer not to answer	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (100.0%)	1 (0.1%)	
Gender	Male	41 (8.2%)	41 (8.2%)	148 (29.5%)	162 (32.3%)	109 (21.8%)	501 (48.8%)	
	Female	37 (7.1%)	46 (8.9%)	101 (19.5%)	198 (38.2%)	137 (26.4%)	519 (50.5%)	0.01*
	Other	0 (0%)	0 (0%)	0 (0%)	2 (66.7%)	1 (33.3%)	3 (0.3%)	0.25
	Prefer not to answer	1 (25.0%)	1 (25.0%)	0 (0%)	0 (0%)	2 (50.0%)	4 (0.4%)	0.78
Marital Status	Single	19 (6.9%)	25 (9.1%)	72 (26.1%)	96 (34.8%)	64 (23.2%)	276 (26.9%)	
	Married	47 (7.6%)	56 (9.0%)	144 (23.2%)	222 (35.7%)	153 (24.6%)	622 (60.6%)	0.95
	Separated / Divorced	9 (11.5%)	4 (5.1%)	20 (25.6%)	24 (30.8%)	21 (26.9%)	78 (7.6%)	0.52
	Widowed	2 (8.7%)	2 (8.7%)	4 (17.4%)	9 (39.1%)	6 (26.1%)	23 (2.2%)	0.55
	Prefer not to answer	2 (7.4%)	0 (0%)	8 (29.6%)	12 (44.4%)	5 (18.5%)	27 (2.6%)	0.98
Education	Did not graduate high school	3 (20.0%)	1 (6.7%)	2 (13.3%)	3 (20.0%)	6 (40.0%)	15 (1.5%)	
	Community college, technical college, or CEGEP	20 (8.2%)	15 (6.2%)	68 (28.0%)	87 (35.8%)	53 (21.8%)	243 (23.7%)	0.78
	High school graduate certificate or equivalent	8 (6.2%)	12 (9.3%)	30 (23.3%)	45 (34.9%)	34 (26.4%)	129 (12.6%)	0.99
	Post-graduate degree	20 (11.3%)	21 (11.9%)	31 (17.5%)	58 (32.8%)	47 (26.6%)	177 (17.2%)	0.93
	Trades certificate or diploma	4 (4.8%)	6 (7.1%)	32 (38.1%)	33 (39.3%)	9 (10.7%)	84 (8.2%)	0.56
	University (undergraduate degree)	24 (6.3%)	33 (8.7%)	85 (22.4%)	137 (36.1%)	100 (26.4%)	379 (36.9%)	0.83
Income	Under \$25,000	3 (6.2%)	4 (8.3%)	16 (33.3%)	10 (20.8%)	15 (31.2%)	48 (4.7%)	
	\$100,000 to \$124,000	11 (8.3%)	12 (9.0%)	31 (23.3%)	48 (36.1%)	31 (23.3%)	133 (12.9%)	0.92
	\$125,000 to \$149,999	14 (11.5%)	12 (9.8%)	29 (23.8%)	44 (36.1%)	23 (18.9%)	122 (11.9%)	0.40
	\$25,000 to \$49,999	12 (10.1%)	7 (5.9%)	21 (17.6%)	45 (37.8%)	34 (28.6%)	119 (11.6%)	0.60

	\$50,000 to \$74,999	11 (7.3%)	15 (10.0%)	40 (26.7%)	45 (30.0%)	39 (26.0%)	150 (14.6%)	0.81
	\$75,000 to \$99,999	8 (5.6%)	10 (6.9%)	40 (27.8%)	58 (40.3%)	28 (19.4%)	144 (14.0%)	0.87
	Over \$150,000	10 (5.4%)	19 (10.3%)	44 (23.8%)	65 (35.1%)	47 (25.4%)	185 (18.0%)	0.79
	Prefer not to answer	10 (7.9%)	9 (7.1%)	28 (22.0%)	48 (37.8%)	32 (25.2%)	127 (12.4%)	0.81
Dietary Restriction	No dietary restriction	55 (7.9%)	52 (7.4%)	179 (25.6%)	251 (36.0%)	161 (23.1%)	698 (68.0%)	
	Others	3 (8.6%)	2 (5.7%)	7 (20.0%)	9 (25.7%)	14 (40.0%)	35 (3.4%)	0.23
	Yes, Allergies and/or intolerances, and faith-based restrictions (e.g. Halal, Kosher, etc.)	1 (6.7%)	2 (13.3%)	2 (13.3%)	6 (40.0%)	4 (26.7%)	15 (1.5%)	0.54
	Yes, faith-based restrictions (e.g. Halal, Kosher, etc.)	3 (17.6%)	0 (0%)	6 (35.3%)	3 (17.6%)	5 (29.4%)	17 (1.7%)	0.54
	Yes, food allergies and/or intolerances	17 (6.5%)	31 (11.8%)	55 (21.0%)	94 (35.9%)	65 (24.8%)	262 (25.5%)	0.84
Eating out Frequency	Monthly	24 (7.9%)	20 (6.6%)	62 (20.5%)	115 (38.1%)	81 (26.8%)	302 (29.4%)	
	2-3 times a week	11 (7.7%)	17 (12.0%)	34 (23.9%)	53 (37.3%)	27 (19.0%)	142 (13.8%)	0.27
	Bi-weekly	15 (5.7%)	24 (9.1%)	81 (30.6%)	81 (30.6%)	64 (24.2%)	265 (25.8%)	0.40
	Daily	1 (5.0%)	1 (5.0%)	4 (20.0%)	8 (40.0%)	6 (30.0%)	20 (1.9%)	0.14
	Weekly	28 (9.4%)	26 (8.7%)	68 (22.7%)	106 (35.5%)	71 (23.7%)	299 (29.1%)	0.56
	Total	79 (7.7%)	88 (8.6%)	249 (24.2%)	363 (35.3%)	249 (24.2%)	1028 (100.0%)	

If the warning labels on the menu for each of the nutrients of concern are designed as below (Fig 2), do you agree that it is more effective than the FOPL for packaged foods?

Age Group	The Silent Generation: Born 1928-1945	2 (8.0%)	0 (0%)	6 (24.0%)	5 (20.0%)	12 (48.0%)	25 (2.4%)	
	Baby Boomers: Born 1946-1964	17 (5.0%)	17 (5.0%)	79 (23.4%)	127 (37.7%)	97 (28.8%)	337 (32.7%)	0.09
	Generation X: Born 1965-1980	12 (5.2%)	16 (6.9%)	61 (26.4%)	88 (38.1%)	54 (23.4%)	231 (22.4%)	0.02*

	Generation Z: Born 1997-2012	2 (3.2%)	4 (6.3%)	16 (25.4%)	19 (30.2%)	22 (34.9%)	63 (6.1%)	0.24
	Millennials: Born 1981-1996	24 (6.4%)	41 (11.0%)	70 (18.7%)	149 (39.8%)	90 (24.1%)	374 (36.3%)	0.02*
	Prefer not to answer	0 (0%)	0 (0%)	1 (100.0%)	0 (0%)	0 (0%)	1 (0.1%)	0.18
Gender	Male	25 (5.0%)	32 (6.4%)	130 (25.8%)	196 (39.0%)	120 (23.9%)	503 (48.8%)	
	Female	31 (6.0%)	45 (8.7%)	101 (19.4%)	190 (36.5%)	153 (29.4%)	520 (50.5%)	0.14
	Other	0 (0%)	0 (0%)	1 (33.3%)	1 (33.3%)	1 (33.3%)	3 (0.3%)	0.60
	Prefer not to answer	1 (25.0%)	1 (25.0%)	1 (25.0%)	0 (0%)	1 (25.0%)	4 (0.4%)	0.12
Marital Status	Single	16 (5.8%)	30 (10.9%)	58 (21.0%)	97 (35.1%)	75 (27.2%)	276 (26.8%)	
	Married	31 (5.0%)	39 (6.2%)	149 (23.8%)	242 (38.7%)	164 (26.2%)	625 (60.7%)	0.68
	Separated / Divorced	6 (7.7%)	4 (5.1%)	15 (19.2%)	28 (35.9%)	25 (32.1%)	78 (7.6%)	0.46
	Widowed	1 (4.3%)	1 (4.3%)	6 (26.1%)	9 (39.1%)	6 (26.1%)	23 (2.2%)	0.92
	Prefer not to answer	2 (7.4%)	4 (14.8%)	5 (18.5%)	12 (44.4%)	4 (14.8%)	27 (2.6%)	0.37
Education	Did not graduate high school	1 (6.7%)	2 (13.3%)	3 (20.0%)	3 (20.0%)	6 (40.0%)	15 (1.5%)	
	Community college, technical college, or CEGEP	14 (5.8%)	12 (4.9%)	61 (25.1%)	103 (42.4%)	53 (21.8%)	243 (23.6%)	0.85
	High school graduate certificate or equivalent	9 (6.9%)	9 (6.9%)	41 (31.3%)	32 (24.4%)	40 (30.5%)	131 (12.7%)	0.84
	Post-graduate degree	11 (6.2%)	21 (11.8%)	28 (15.7%)	65 (36.5%)	53 (29.8%)	178 (17.3%)	0.85
	Trades certificate or diploma	6 (7.1%)	6 (7.1%)	24 (28.6%)	34 (40.5%)	14 (16.7%)	84 (8.2%)	0.49
	University (undergraduate degree)	16 (4.2%)	28 (7.4%)	76 (20.1%)	150 (39.6%)	109 (28.8%)	379 (36.8%)	0.73
Income	Under \$25,000	3 (6.1%)	4 (8.2%)	13 (26.5%)	13 (26.5%)	16 (32.7%)	49 (4.8%)	
	\$100,000 to \$124,000	8 (6.0%)	12 (9.0%)	38 (28.6%)	41 (30.8%)	34 (25.6%)	133 (12.9%)	0.36

	\$125,000 to \$149,999	8 (6.6%)	10 (8.2%)	27 (22.1%)	55 (45.1%)	22 (18.0%)	122 (11.8%)	0.31
	\$25,000 to \$49,999	11 (9.2%)	5 (4.2%)	25 (20.8%)	41 (34.2%)	38 (31.7%)	120 (11.6%)	0.95
	\$50,000 to \$74,999	6 (4.0%)	16 (10.6%)	29 (19.2%)	56 (37.1%)	44 (29.1%)	151 (14.6%)	0.96
	\$75,000 to \$99,999	4 (2.8%)	7 (4.9%)	40 (28.0%)	55 (38.5%)	37 (25.9%)	143 (13.9%)	1.00
	Over \$150,000	8 (4.3%)	16 (8.6%)	28 (15.1%)	81 (43.5%)	53 (28.5%)	186 (18.0%)	0.76
	Prefer not to answer	9 (7.1%)	8 (6.3%)	33 (26.0%)	46 (36.2%)	31 (24.4%)	127 (12.3%)	0.38
Dietary Restriction	No dietary restriction	33 (4.7%)	46 (6.6%)	162 (23.2%)	278 (39.8%)	180 (25.8%)	699 (67.9%)	
	Others	6 (16.2%)	6 (16.2%)	7 (18.9%)	9 (24.3%)	9 (24.3%)	37 (3.6%)	0.01*
	Yes, Allergies and/or intolerances, and faith-based restrictions (e.g. Halal, Kosher, etc.)	1 (6.7%)	3 (20.0%)	1 (6.7%)	6 (40.0%)	4 (26.7%)	15 (1.5%)	0.64
	Yes, faith-based restrictions (e.g. Halal, Kosher, etc.)	0 (0%)	0 (0%)	2 (11.8%)	9 (52.9%)	6 (35.3%)	17 (1.7%)	0.13
	Yes, food allergies and/or intolerances	16 (6.1%)	23 (8.8%)	61 (23.3%)	86 (32.8%)	76 (29.0%)	262 (25.4%)	0.70
Eating out Frequency	Monthly	18 (5.9%)	21 (6.9%)	74 (24.4%)	100 (33.0%)	90 (29.7%)	303 (29.4%)	
	2-3 times a week	6 (4.2%)	10 (7.0%)	31 (21.8%)	60 (42.3%)	35 (24.6%)	142 (13.8%)	0.47
	Bi-weekly	11 (4.1%)	16 (6.0%)	64 (24.0%)	106 (39.7%)	70 (26.2%)	267 (25.9%)	0.73
	Daily	2 (10.0%)	2 (10.0%)	3 (15.0%)	7 (35.0%)	6 (30.0%)	20 (1.9%)	0.52
	Weekly	20 (6.7%)	29 (9.7%)	61 (20.4%)	115 (38.5%)	74 (24.7%)	299 (29.0%)	0.63
	Total	57 (5.5%)	78 (7.6%)	233 (22.6%)	388 (37.6%)	275 (26.7%)	1031 (100.0%)	

Consider the following statement: I am more inclined to eat at a restaurant that has labels displayed on the menu.

Age Group	The Silent Generation: Born 1928-1945	5 (20.0%)	1 (4.0%)	14 (56.0%)	5 (20.0%)	0 (0%)	25 (2.4%)	
	Baby Boomers: Born 1946-1964	47 (13.9%)	49 (14.5%)	141 (41.8%)	78 (23.1%)	22 (6.5%)	337 (32.7%)	0.57

	Generation X: Born 1965-1980	38 (16.5%)	27 (11.7%)	104 (45.0%)	48 (20.8%)	14 (6.1%)	231 (22.4%)	0.93
	Generation Z: Born 1997-2012	6 (9.5%)	2 (3.2%)	29 (46.0%)	20 (31.7%)	6 (9.5%)	63 (6.1%)	0.07
	Millennials: Born 1981-1996	53 (14.1%)	65 (17.3%)	166 (44.3%)	65 (17.3%)	26 (6.9%)	375 (36.3%)	0.83
	Prefer not to answer	0 (0%)	0 (0%)	1 (100.0%)	0 (0%)	0 (0%)	1 (0.1%)	0.94
Gender	Male	83 (16.5%)	67 (13.3%)	228 (45.3%)	98 (19.5%)	27 (5.4%)	503 (48.8%)	
	Female	64 (12.3%)	77 (14.8%)	225 (43.2%)	115 (22.1%)	40 (7.7%)	521 (50.5%)	0.21
	Other	0 (0%)	0 (0%)	2 (66.7%)	1 (33.3%)	0 (0%)	3 (0.3%)	0.47
	Prefer not to answer	2 (50.0%)	0 (0%)	0 (0%)	1 (25.0%)	1 (25.0%)	4 (0.4%)	0.86
Marital Status	Single	39 (14.1%)	38 (13.7%)	125 (45.1%)	56 (20.2%)	19 (6.9%)	277 (26.9%)	
	Married	88 (14.1%)	87 (13.9%)	276 (44.2%)	134 (21.4%)	40 (6.4%)	625 (60.7%)	0.62
	Separated / Divorced	18 (23.1%)	10 (12.8%)	28 (35.9%)	15 (19.2%)	7 (9.0%)	78 (7.6%)	0.49
	Widowed	3 (13.0%)	1 (4.3%)	13 (56.5%)	5 (21.7%)	1 (4.3%)	23 (2.2%)	0.73
	Prefer not to answer	1 (3.7%)	7 (25.9%)	12 (44.4%)	6 (22.2%)	1 (3.7%)	27 (2.6%)	0.76
Education	Did not graduate high school	3 (20.0%)	3 (20.0%)	5 (33.3%)	4 (26.7%)	0 (0%)	15 (1.5%)	
	Community college, technical college, or CEGEP	44 (18.1%)	25 (10.3%)	104 (42.8%)	57 (23.5%)	13 (5.3%)	243 (23.6%)	0.37
	High school graduate certificate or equivalent	20 (15.3%)	19 (14.5%)	67 (51.1%)	15 (11.5%)	10 (7.6%)	131 (12.7%)	0.65
	Post-graduate degree	23 (12.9%)	36 (20.2%)	63 (35.4%)	33 (18.5%)	23 (12.9%)	178 (17.3%)	0.25
	Trades certificate or diploma	15 (17.9%)	13 (15.5%)	41 (48.8%)	14 (16.7%)	1 (1.2%)	84 (8.1%)	0.76
	University (undergraduate degree)	44 (11.6%)	48 (12.6%)	174 (45.8%)	93 (24.5%)	21 (5.5%)	380 (36.9%)	0.21

Income	Under \$25,000	9 (18.4%)	5 (10.2%)	23 (46.9%)	7 (14.3%)	5 (10.2%)	49 (4.7%)	
	\$100,000 to \$124,000	24 (18.0%)	19 (14.3%)	60 (45.1%)	23 (17.3%)	7 (5.3%)	133 (12.9%)	0.49
	\$125,000 to \$149,999	21 (17.2%)	19 (15.6%)	50 (41.0%)	25 (20.5%)	7 (5.7%)	122 (11.8%)	0.68
	\$25,000 to \$49,999	17 (14.2%)	14 (11.7%)	59 (49.2%)	20 (16.7%)	10 (8.3%)	120 (11.6%)	0.85
	\$50,000 to \$74,999	19 (12.6%)	26 (17.2%)	65 (43.0%)	34 (22.5%)	7 (4.6%)	151 (14.6%)	1.00
	\$75,000 to \$99,999	17 (11.8%)	19 (13.2%)	63 (43.8%)	35 (24.3%)	10 (6.9%)	144 (14.0%)	0.59
	Over \$150,000	27 (14.5%)	28 (15.1%)	70 (37.6%)	46 (24.7%)	15 (8.1%)	186 (18.0%)	0.67
	Prefer not to answer	15 (11.8%)	14 (11.0%)	65 (51.2%)	26 (20.5%)	7 (5.5%)	127 (12.3%)	0.91
Dietary Restriction	No dietary restriction	107 (15.3%)	104 (14.9%)	313 (44.7%)	136 (19.4%)	40 (5.7%)	700 (67.9%)	
	Others	4 (10.8%)	8 (21.6%)	15 (40.5%)	5 (13.5%)	5 (13.5%)	37 (3.6%)	0.80
	Yes, Allergies and/or intolerances, and faith-based restrictions (e.g. Halal, Kosher, etc.)	1 (6.7%)	2 (13.3%)	5 (33.3%)	6 (40.0%)	1 (6.7%)	15 (1.5%)	0.21
	Yes, faith-based restrictions (e.g. Halal, Kosher, etc.)	2 (11.8%)	1 (5.9%)	6 (35.3%)	5 (29.4%)	3 (17.6%)	17 (1.6%)	0.06
	Yes, food allergies and/or intolerances	35 (13.4%)	29 (11.1%)	116 (44.3%)	63 (24.0%)	19 (7.3%)	262 (25.4%)	0.05
Eating out Frequency	Monthly	43 (14.2%)	39 (12.9%)	141 (46.5%)	62 (20.5%)	18 (5.9%)	303 (29.4%)	
	2-3 times a week	24 (16.9%)	18 (12.7%)	63 (44.4%)	31 (21.8%)	6 (4.2%)	142 (13.8%)	0.55
	Bi-weekly	44 (16.4%)	45 (16.8%)	108 (40.3%)	51 (19.0%)	20 (7.5%)	268 (26.0%)	0.42
	Daily	1 (5.0%)	2 (10.0%)	10 (50.0%)	4 (20.0%)	3 (15.0%)	20 (1.9%)	0.06
	Weekly	37 (12.4%)	40 (13.4%)	133 (44.5%)	68 (22.7%)	21 (7.0%)	299 (29.0%)	0.45
	Total	149 (14.4%)	144 (14.0%)	455 (44.1%)	216 (20.9%)	68 (6.6%)	1032 (100.0%)	

Consider the following statement: I am willing to pay more for a meal at a restaurant to avoid menu items with warning labels.

Age Group	The Silent Generation: Born 1928-1945	7 (28.0%)	4 (16.0%)	13 (52.0%)	1 (4.0%)	0 (0%)	25 (2.4%)	
	Baby Boomers: Born 1946-1964	117 (34.8%)	80 (23.8%)	93 (27.7%)	38 (11.3%)	8 (2.4%)	336 (32.6%)	0.45
	Generation X: Born 1965-1980	76 (32.9%)	49 (21.2%)	64 (27.7%)	34 (14.7%)	8 (3.5%)	231 (22.4%)	0.73
	Generation Z: Born 1997-2012	15 (23.8%)	20 (31.7%)	16 (25.4%)	10 (15.9%)	2 (3.2%)	63 (6.1%)	0.81
	Millennials: Born 1981-1996	117 (31.2%)	89 (23.7%)	107 (28.5%)	53 (14.1%)	9 (2.4%)	375 (36.4%)	0.68
	Prefer not to answer	1 (100.0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (0.1%)	
	Gender	Male	168 (33.5%)	126 (25.1%)	140 (27.9%)	61 (12.2%)	7 (1.4%)	502 (48.7%)
Female		162 (31.1%)	114 (21.9%)	151 (29.0%)	74 (14.2%)	20 (3.8%)	521 (50.6%)	0.05
Other		1 (33.3%)	1 (33.3%)	1 (33.3%)	0 (0%)	0 (0%)	3 (0.3%)	0.86
Prefer not to answer		2 (50.0%)	0 (0%)	1 (25.0%)	1 (25.0%)	0 (0%)	4 (0.4%)	0.89
Marital Status	Single	89 (32.2%)	75 (27.2%)	74 (26.8%)	30 (10.9%)	8 (2.9%)	276 (26.8%)	
	Married	200 (32.0%)	139 (22.2%)	186 (29.8%)	85 (13.6%)	15 (2.4%)	625 (60.7%)	0.20
	Separated / Divorced	27 (34.6%)	16 (20.5%)	20 (25.6%)	14 (17.9%)	1 (1.3%)	78 (7.6%)	0.28
	Widowed	10 (43.5%)	6 (26.1%)	4 (17.4%)	1 (4.3%)	2 (8.7%)	23 (2.2%)	0.58
	Prefer not to answer	6 (22.2%)	6 (22.2%)	8 (29.6%)	6 (22.2%)	1 (3.7%)	27 (2.6%)	0.07
Education	Did not graduate high school	6 (40.0%)	4 (26.7%)	3 (20.0%)	2 (13.3%)	0 (0%)	15 (1.5%)	
	Community college, technical college, or CEGEP	80 (33.1%)	59 (24.4%)	71 (29.3%)	24 (9.9%)	8 (3.3%)	242 (23.5%)	0.54
	High school graduate certificate or equivalent	44 (33.6%)	29 (22.1%)	42 (32.1%)	14 (10.7%)	2 (1.5%)	131 (12.7%)	0.56
	Post-graduate degree	62 (34.8%)	46 (25.8%)	38 (21.3%)	29 (16.3%)	3 (1.7%)	178 (17.3%)	0.59

	Trades certificate or diploma	30 (35.7%)	17 (20.2%)	28 (33.3%)	8 (9.5%)	1 (1.2%)	84 (8.2%)	0.60
	University (undergraduate degree)	111 (29.2%)	87 (22.9%)	110 (28.9%)	59 (15.5%)	13 (3.4%)	380 (36.9%)	0.31
Income	Under \$25,000	19 (39.6%)	10 (20.8%)	12 (25.0%)	7 (14.6%)	0 (0%)	48 (4.7%)	
	\$100,000 to \$124,000	46 (34.6%)	30 (22.6%)	32 (24.1%)	20 (15.0%)	5 (3.8%)	133 (12.9%)	0.58
	\$125,000 to \$149,999	44 (36.1%)	26 (21.3%)	34 (27.9%)	13 (10.7%)	5 (4.1%)	122 (11.8%)	0.77
	\$25,000 to \$49,999	43 (35.8%)	23 (19.2%)	37 (30.8%)	16 (13.3%)	1 (0.8%)	120 (11.6%)	0.58
	\$50,000 to \$74,999	51 (33.8%)	39 (25.8%)	40 (26.5%)	19 (12.6%)	2 (1.3%)	151 (14.6%)	0.57
	\$75,000 to \$99,999	36 (25.0%)	46 (31.9%)	37 (25.7%)	21 (14.6%)	4 (2.8%)	144 (14.0%)	0.22
	Over \$150,000	56 (30.1%)	42 (22.6%)	56 (30.1%)	24 (12.9%)	8 (4.3%)	186 (18.0%)	0.33
	Prefer not to answer	38 (29.9%)	26 (20.5%)	45 (35.4%)	16 (12.6%)	2 (1.6%)	127 (12.3%)	0.28
Dietary Restriction		228 (32.6%)	176 (25.2%)	189 (27.0%)	89 (12.7%)	17 (2.4%)	699 (67.9%)	
	No dietary restriction	10 (27.0%)	7 (18.9%)	13 (35.1%)	6 (16.2%)	1 (2.7%)	37 (3.6%)	0.23
	Others Yes, Allergies and/or intolerances, and faith-based restrictions (e.g. Halal, Kosher, etc.)	2 (13.3%)	4 (26.7%)	5 (33.3%)	2 (13.3%)	2 (13.3%)	15 (1.5%)	0.10
	Yes, faith-based restrictions (e.g. Halal, Kosher, etc.)	3 (17.6%)	4 (23.5%)	9 (52.9%)	1 (5.9%)	0 (0%)	17 (1.7%)	0.69
	Yes, food allergies and/or intolerances	90 (34.4%)	51 (19.5%)	76 (29.0%)	38 (14.5%)	7 (2.7%)	262 (25.4%)	0.93
Eating out Frequency		106 (35.1%)	68 (22.5%)	89 (29.5%)	34 (11.3%)	5 (1.7%)	302 (29.3%)	
	Monthly	40 (28.2%)	33 (23.2%)	45 (31.7%)	20 (14.1%)	4 (2.8%)	142 (13.8%)	0.21
	2-3 times a week	87 (32.5%)	65 (24.3%)	78 (29.1%)	29 (10.8%)	9 (3.4%)	268 (26.0%)	0.53
	Bi-weekly	5 (25.0%)	3 (15.0%)	5 (25.0%)	5 (25.0%)	2 (10.0%)	20 (1.9%)	0.02*
	Daily							

Weekly	95 (31.8%)	73 (24.4%)	76 (25.4%)	48 (16.1%)	7 (2.3%)	299 (29.0%)	0.48
Total	333 (32.3%)	242 (23.5%)	293 (28.4%)	136 (13.2%)	27 (2.6%)	1031 (100.0%)	

Consider the following statement: I think using warning labels on menu items will be effective informing consumers of the nutrition profile of a food.

Age Group	The Silent Generation: Born 1928-1945	2 (8.0%)	2 (8.0%)	8 (32.0%)	9 (36.0%)	4 (16.0%)	25 (2.4%)	
	Baby Boomers: Born 1946-1964	21 (6.3%)	38 (11.3%)	53 (15.8%)	160 (47.8%)	63 (18.8%)	335 (32.7%)	0.27
	Generation X: Born 1965-1980	22 (9.6%)	26 (11.4%)	41 (18.0%)	101 (44.3%)	38 (16.7%)	228 (22.3%)	0.94
	Generation Z: Born 1997-2012	1 (1.6%)	5 (7.9%)	8 (12.7%)	35 (55.6%)	14 (22.2%)	63 (6.2%)	0.19
	Millennials: Born 1981-1996	22 (5.9%)	44 (11.8%)	76 (20.4%)	176 (47.3%)	54 (14.5%)	372 (36.3%)	0.94
	Prefer not to answer	0 (0%)	0 (0%)	0 (0%)	1 (100.0%)	0 (0%)	1 (0.1%)	0.57
	Gender	Male	39 (7.8%)	57 (11.4%)	103 (20.7%)	230 (46.2%)	69 (13.9%)	498 (48.6%)
Female		28 (5.4%)	58 (11.2%)	83 (16.0%)	247 (47.6%)	103 (19.8%)	519 (50.7%)	0.003**
Other		0 (0%)	0 (0%)	0 (0%)	2 (66.7%)	1 (33.3%)	3 (0.3%)	0.07
Prefer not to answer		1 (25.0%)	0 (0%)	0 (0%)	3 (75.0%)	0 (0%)	4 (0.4%)	0.89
Marital Status	Single	18 (6.6%)	26 (9.5%)	49 (17.9%)	132 (48.4%)	48 (17.6%)	273 (26.7%)	
	Married	39 (6.3%)	75 (12.0%)	115 (18.5%)	289 (46.4%)	105 (16.9%)	623 (61.0%)	0.75
	Separated / Divorced	6 (7.9%)	8 (10.5%)	13 (17.1%)	34 (44.7%)	15 (19.7%)	76 (7.4%)	0.75
	Widowed	3 (13.0%)	2 (8.7%)	3 (13.0%)	12 (52.2%)	3 (13.0%)	23 (2.3%)	0.36
	Prefer not to answer	2 (7.4%)	3 (11.1%)	6 (22.2%)	14 (51.9%)	2 (7.4%)	27 (2.6%)	0.21
Education	Did not graduate high school	1 (6.7%)	3 (20.0%)	3 (20.0%)	6 (40.0%)	2 (13.3%)	15 (1.5%)	
	Community college, technical college, or CEGEP	19 (7.9%)	28 (11.7%)	45 (18.8%)	107 (44.6%)	41 (17.1%)	240 (23.5%)	0.48

	High school graduate certificate or equivalent	14 (10.7%)	9 (6.9%)	25 (19.1%)	59 (45.0%)	24 (18.3%)	131 (12.8%)	0.43
	Post-graduate degree	12 (6.7%)	32 (18.0%)	25 (14.0%)	79 (44.4%)	30 (16.9%)	178 (17.4%)	0.49
	Trades certificate or diploma	7 (8.5%)	8 (9.8%)	21 (25.6%)	38 (46.3%)	8 (9.8%)	82 (8.0%)	0.85
	University (undergraduate degree)	15 (4.0%)	35 (9.3%)	66 (17.5%)	193 (51.2%)	68 (18.0%)	377 (36.9%)	0.19
Income	Under \$25,000	5 (10.4%)	3 (6.2%)	9 (18.8%)	18 (37.5%)	13 (27.1%)	48 (4.7%)	
	\$100,000 to \$124,000	12 (9.0%)	11 (8.3%)	21 (15.8%)	67 (50.4%)	22 (16.5%)	133 (13.0%)	0.48
	\$125,000 to \$149,999	8 (6.6%)	15 (12.3%)	23 (18.9%)	55 (45.1%)	21 (17.2%)	122 (11.9%)	0.41
	\$25,000 to \$49,999	8 (6.7%)	9 (7.6%)	22 (18.5%)	58 (48.7%)	22 (18.5%)	119 (11.6%)	0.86
	\$50,000 to \$74,999	9 (6.0%)	20 (13.4%)	27 (18.1%)	67 (45.0%)	26 (17.4%)	149 (14.6%)	0.40
	\$75,000 to \$99,999	8 (5.7%)	22 (15.6%)	30 (21.3%)	64 (45.4%)	17 (12.1%)	141 (13.8%)	0.09
	Over \$150,000	11 (5.9%)	25 (13.5%)	27 (14.6%)	87 (47.0%)	35 (18.9%)	185 (18.1%)	0.67
	Prefer not to answer	7 (5.5%)	10 (7.9%)	27 (21.3%)	66 (52.0%)	17 (13.4%)	127 (12.4%)	0.29
Dietary Restriction	No dietary restriction	47 (6.8%)	73 (10.5%)	129 (18.6%)	336 (48.4%)	109 (15.7%)	694 (67.8%)	
	Others	3 (8.1%)	8 (21.6%)	3 (8.1%)	16 (43.2%)	7 (18.9%)	37 (3.6%)	0.58
	Yes, Allergies and/or intolerances, and faith-based restrictions (e.g. Halal, Kosher, etc.)	0 (0%)	0 (0%)	4 (26.7%)	7 (46.7%)	4 (26.7%)	15 (1.5%)	0.28
	Yes, faith-based restrictions (e.g. Halal, Kosher, etc.)	2 (11.8%)	2 (11.8%)	3 (17.6%)	7 (41.2%)	3 (17.6%)	17 (1.7%)	0.41
	Yes, food allergies and/or intolerances	16 (6.1%)	32 (12.3%)	47 (18.0%)	116 (44.4%)	50 (19.2%)	261 (25.5%)	0.98
	Monthly	27 (8.9%)	33 (10.9%)	51 (16.8%)	152 (50.2%)	40 (13.2%)	303 (29.6%)	

Eating out Frequency	2-3 times a week	6 (4.3%)	17 (12.1%)	23 (16.4%)	69 (49.3%)	25 (17.9%)	140 (13.7%)	0.09
	Bi-weekly	19 (7.2%)	35 (13.3%)	58 (22.1%)	108 (41.1%)	43 (16.3%)	263 (25.7%)	0.84
	Daily	1 (5.0%)	1 (5.0%)	5 (25.0%)	9 (45.0%)	4 (20.0%)	20 (2.0%)	0.19
	Weekly	15 (5.0%)	29 (9.7%)	49 (16.4%)	144 (48.3%)	61 (20.5%)	298 (29.1%)	0.006**
	Total	68 (6.6%)	115 (11.2%)	186 (18.2%)	482 (47.1%)	173 (16.9%)	1024 (100.0%)	

Consider the following statement: If I see a warning label on a menu item, I will still consider buying it/going to that restaurant.

Age Group	The Silent Generation: Born 1928-1945	0 (0%)	4 (16.0%)	9 (36.0%)	8 (32.0%)	4 (16.0%)	25 (2.4%)	
	Baby Boomers: Born 1946-1964	11 (3.3%)	37 (11.0%)	90 (26.8%)	152 (45.2%)	46 (13.7%)	336 (32.6%)	0.92
	Generation X: Born 1965-1980	5 (2.2%)	15 (6.5%)	66 (28.6%)	99 (42.9%)	46 (19.9%)	231 (22.4%)	0.49
	Generation Z: Born 1997-2012	1 (1.6%)	6 (9.5%)	17 (27.0%)	25 (39.7%)	14 (22.2%)	63 (6.1%)	0.40
	Millennials: Born 1981-1996	11 (2.9%)	27 (7.2%)	96 (25.7%)	159 (42.5%)	81 (21.7%)	374 (36.3%)	0.42
	Prefer not to answer	0 (0%)	0 (0%)	0 (0%)	1 (100.0%)	0 (0%)	1 (0.1%)	0.35
	Gender	Male	15 (3.0%)	36 (7.2%)	148 (29.5%)	209 (41.7%)	93 (18.6%)	501 (48.7%)
Female		12 (2.3%)	53 (10.2%)	127 (24.4%)	233 (44.7%)	96 (18.4%)	521 (50.6%)	0.44
Other		1 (33.3%)	0 (0%)	2 (66.7%)	0 (0%)	0 (0%)	3 (0.3%)	0.05
Prefer not to answer		0 (0%)	0 (0%)	0 (0%)	2 (50.0%)	2 (50.0%)	4 (0.4%)	0.08
Marital Status	Single	9 (3.3%)	24 (8.7%)	75 (27.2%)	109 (39.5%)	59 (21.4%)	276 (26.8%)	
	Married	13 (2.1%)	52 (8.3%)	161 (25.8%)	287 (46.0%)	111 (17.8%)	624 (60.7%)	0.51
	Separated / Divorced	3 (3.8%)	7 (9.0%)	24 (30.8%)	27 (34.6%)	17 (21.8%)	78 (7.6%)	0.78
	Widowed	1 (4.3%)	3 (13.0%)	9 (39.1%)	9 (39.1%)	1 (4.3%)	23 (2.2%)	0.17
	Prefer not to answer	2 (7.4%)	3 (11.1%)	9 (33.3%)	11 (40.7%)	2 (7.4%)	27 (2.6%)	0.10
Education	Did not graduate high school	0 (0%)	6 (40.0%)	4 (26.7%)	3 (20.0%)	2 (13.3%)	15 (1.5%)	

	Community college, technical college, or CEGEP	4 (1.6%)	23 (9.5%)	70 (28.8%)	102 (42.0%)	44 (18.1%)	243 (23.6%)	0.02*
	High school graduate certificate or equivalent	4 (3.1%)	10 (7.6%)	38 (29.0%)	54 (41.2%)	25 (19.1%)	131 (12.7%)	0.02*
	Post-graduate degree	7 (4.0%)	15 (8.5%)	40 (22.6%)	78 (44.1%)	37 (20.9%)	177 (17.2%)	0.02*
	Trades certificate or diploma	3 (3.6%)	4 (4.8%)	27 (32.1%)	36 (42.9%)	14 (16.7%)	84 (8.2%)	0.04*
	University (undergraduate degree)	10 (2.6%)	31 (8.2%)	98 (25.9%)	171 (45.1%)	69 (18.2%)	379 (36.8%)	0.02*
Income	Under \$25,000	0 (0%)	5 (10.2%)	14 (28.6%)	22 (44.9%)	8 (16.3%)	49 (4.8%)	
	\$100,000 to \$124,000	5 (3.8%)	6 (4.5%)	40 (30.1%)	49 (36.8%)	33 (24.8%)	133 (12.9%)	0.76
	\$125,000 to \$149,999	2 (1.7%)	4 (3.3%)	36 (29.8%)	52 (43.0%)	27 (22.3%)	121 (11.7%)	0.70
	\$25,000 to \$49,999	4 (3.3%)	12 (10.0%)	29 (24.2%)	55 (45.8%)	20 (16.7%)	120 (11.7%)	0.95
	\$50,000 to \$74,999	7 (4.6%)	18 (11.9%)	32 (21.2%)	67 (44.4%)	27 (17.9%)	151 (14.7%)	0.95
	\$75,000 to \$99,999	6 (4.2%)	18 (12.6%)	34 (23.8%)	60 (42.0%)	25 (17.5%)	143 (13.9%)	0.56
	Over \$150,000	1 (0.5%)	17 (9.1%)	48 (25.8%)	84 (45.2%)	36 (19.4%)	186 (18.1%)	0.87
	Prefer not to answer	3 (2.4%)	9 (7.1%)	45 (35.4%)	55 (43.3%)	15 (11.8%)	127 (12.3%)	0.39
Dietary Restriction	No dietary restriction	18 (2.6%)	55 (7.9%)	195 (27.9%)	306 (43.8%)	125 (17.9%)	699 (67.9%)	
	Others	0 (0%)	1 (2.7%)	11 (29.7%)	19 (51.4%)	6 (16.2%)	37 (3.6%)	0.47
	Yes, Allergies and/or intolerances, and faith-based restrictions (e.g. Halal, Kosher, etc.)	1 (6.7%)	1 (6.7%)	6 (40.0%)	5 (33.3%)	2 (13.3%)	15 (1.5%)	0.27
	Yes, faith-based restrictions (e.g. Halal, Kosher, etc.)	2 (11.8%)	1 (5.9%)	4 (23.5%)	7 (41.2%)	3 (17.6%)	17 (1.7%)	0.37

	Yes, food allergies and/or intolerances	6 (2.3%)	31 (11.9%)	62 (23.8%)	107 (41.0%)	55 (21.1%)	261 (25.4%)	0.97
Eating out Frequency	Monthly	9 (3.0%)	21 (6.9%)	93 (30.7%)	137 (45.2%)	43 (14.2%)	303 (29.4%)	
	2-3 times a week	3 (2.1%)	13 (9.2%)	33 (23.2%)	56 (39.4%)	37 (26.1%)	142 (13.8%)	0.13
	Bi-weekly	8 (3.0%)	27 (10.1%)	67 (25.0%)	116 (43.3%)	50 (18.7%)	268 (26.0%)	0.88
	Daily	1 (5.3%)	1 (5.3%)	3 (15.8%)	9 (47.4%)	5 (26.3%)	19 (1.8%)	0.33
	Weekly	7 (2.3%)	27 (9.1%)	82 (27.5%)	126 (42.3%)	56 (18.8%)	298 (28.9%)	0.96
	Total	28 (2.7%)	89 (8.6%)	277 (26.9%)	444 (43.1%)	191 (18.6%)	1029 (100.0%)	

*Note: Frequency and percentage were reported. Logistic ordinal regression was used to assess the difference with the reference level (first level in each group). * $p < 0.05$, ** $p < 0.1$, *** $p < 0.0001$.*